



# CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Approve Downtown Lodi Business Partnership 2012 Annual Report, Adopt Resolution of Intention to Levy Annual Assessment, and Set a Public Hearing for September 19, 2012 to Consider the Proposed Assessment

**MEETING DATE:** August 15, 2012

**PREPARED BY:** Deputy City Manager

**RECOMMENDED ACTION:** Approve the Downtown Lodi Business Partnership (DLBP) 2012 Annual Report, adopt a Resolution of Intention to levy the annual assessment, and set a public hearing for September 19, 2012 to consider the proposed assessment.

**BACKGROUND INFORMATION:** Pursuant to Lodi Municipal Code Chapter 12.06 and Streets and Highways Code Section 36500 et seq., the DLBP membership board is required to present an annual report for City Council review and approval prior to September 1. This must be done prior to the public hearing and adoption of a resolution confirming the 2012 Annual Report and 2013 levy of assessment.

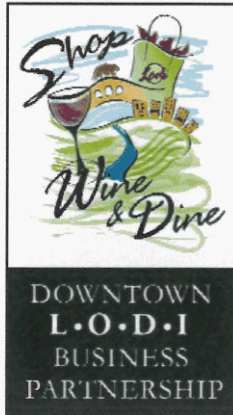
Streets and Highways Code Section 36533 provides that a Business Improvement District (BID) must file an annual report which shall include proposed assessments, budget, general descriptions of the proposed improvements and activities, description of the area served, and any declaration of intent to change boundaries of the parking and business improvement area or in any benefit zone within the area if changes are being proposed.

**FISCAL IMPACT:** The City does not charge the DLBP a fee to collect and distribute the assessment.

**FUNDING AVAILABLE:** Not applicable.

  
Jordan Ayers  
Deputy City Manager

**APPROVED:**   
Konradt Bartlam, City Manager



# DOWNTOWN LODI BUSINESS PARTNERSHIP **2012 ANNUAL REPORT**

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## **B.I.D. INFORMATION**

California Streets and Highway Code Requirements  
Articles of Incorporation  
Benefit Fee Schedule  
Map of Zoned Business Improvement District  
Mission Statement

## **BUDGET & FINANCIALS**

Funding & Expense Flow Chart  
2012 Proposed Budget  
2011 Balance Sheet  
2011 Profit & Loss Statement  
2012 2<sup>nd</sup> Quarter Balance Sheet  
2012 2<sup>nd</sup> Quarter Profit & Loss Statement

## **DOWNTOWN EVENTS**

2012 & 2013 Calendar of Events  
Event Highlights

## **DOWNTOWN MARKETING & CAMPAIGNS**

Marketing Activities and Plans  
DLBP Marketing Material

*Prepared by Jaime Watts, Executive Director*



August 1, 2012

Mr. Rad Bartlam, City Manager  
City of Lodi  
221 W. Pine Street  
Lodi, CA 95240

Re: DLBP Annual Report 2012

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

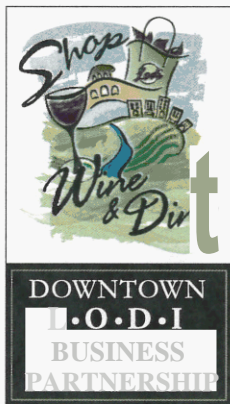
In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you an electronic file of the report.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director  
Downtown Lodi Business Partnership



## 2012 ANNUAL REPORT

**Items listed below refer to Section 36533(b) of the California Streets and Highway Code:**

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2012 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.



2038309  
ENDORSED  
FILED

in the office of the Secretary of State  
of the State of California

MAR 31 1998

ARTICLES OF INCORPORATION OF  
DOWNTOWN LODI BUSINESS PARTNERSHIP  
A California Nonprofit Mutual Benefit Corporation

*Bill Jones*  
BILL JONES, Secretary of State

**One:** The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation)

**Two:** This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in my lawful act or activity for which a corporation may be organized under such law,

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation

**Three:** The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

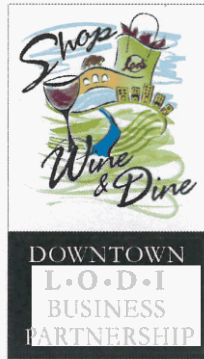
**Four:** The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

**Five:** No part of the net earnings of the corporation shall inure to the benefit of my member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1996

*Ronald M. Beckman*  
\_\_\_\_\_  
Ronald M. Beckman, Incorporator





## DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

*\*Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

### BUSINESS TYPE DEFINITIONS:

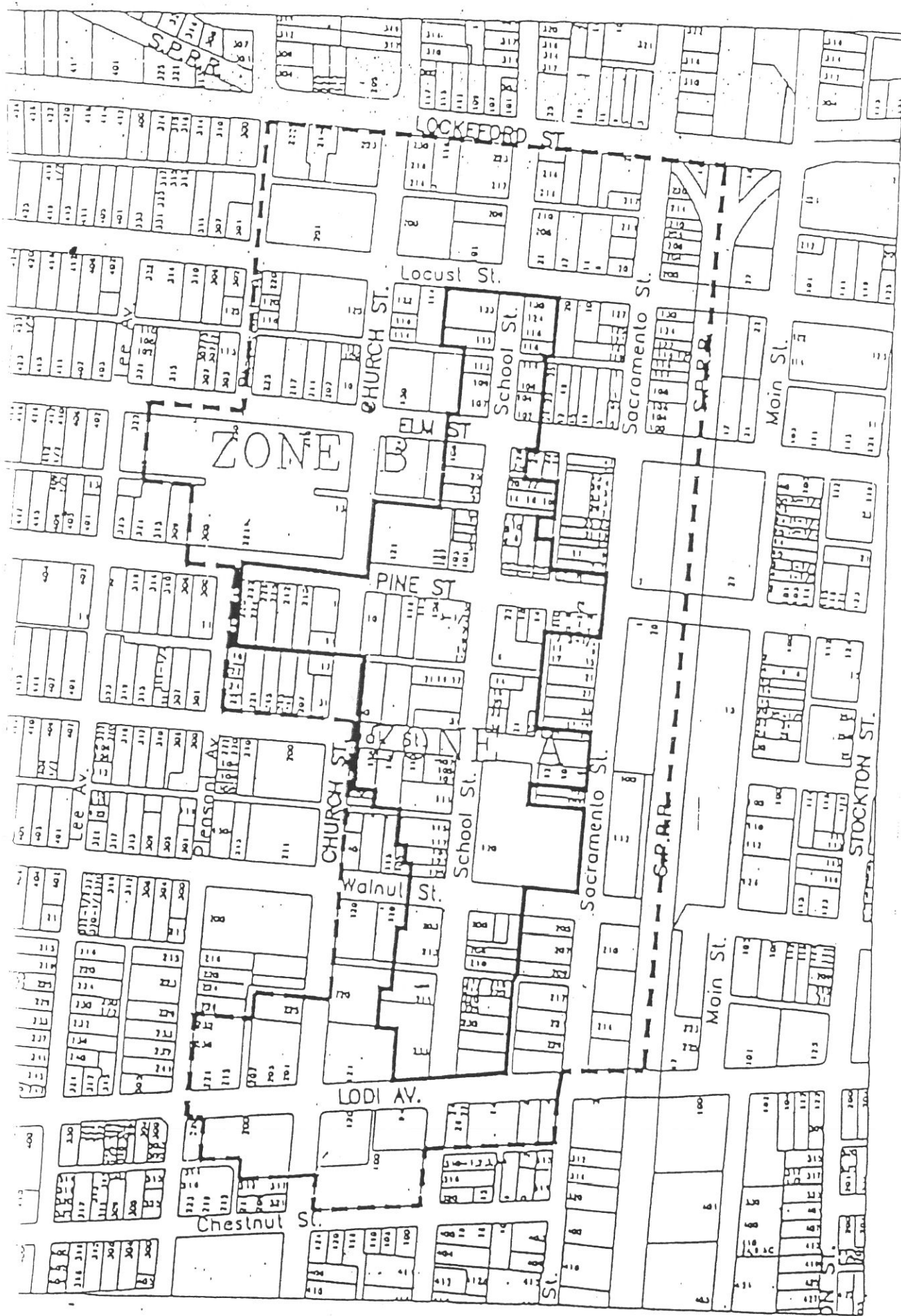
**Retail and Restaurant** – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

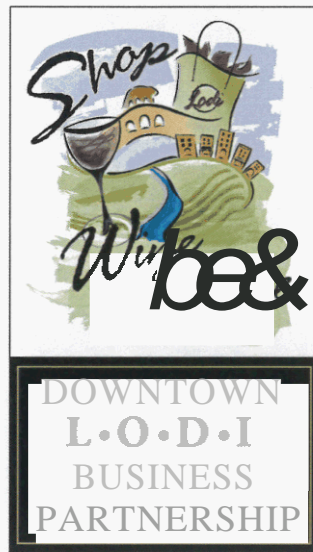
**Service Businesses** – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

**Professional Businesses** – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

**Financial Institutions** – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)





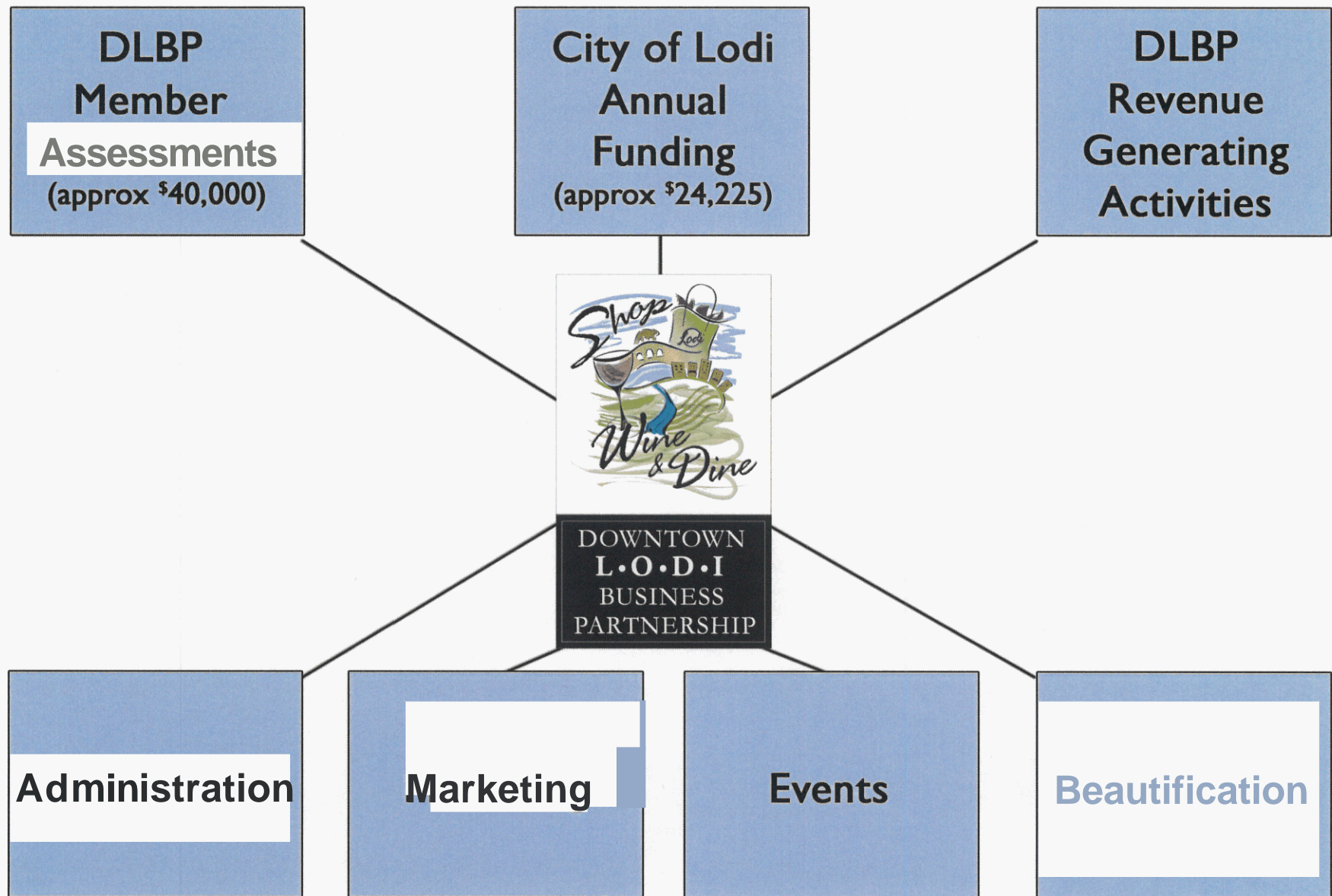
## MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail **activity** by creating and maintaining a quality environment through coordinated advertising and downtown events
- a Serving **as** an advocate **for** downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)





**Downtown Lodi Business Partnership**  
**Proposed Budget**  
*January 1, 2012 through December 31, 2012*

Income

Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	101000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	<u>0.00</u>

**Total Income** **176,725.00**

Expenses

Administrative

Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	10000.00
Event Commission	3000.00
Insurance	8000.00
Professional Fees	2000.00
Rent	4800.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00

Marketing Expenses

Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00

Membership Expenses

Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	<b>61000.00</b>
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	80000
Passport Promotions	120.00
Miscellaneous Events & Sales	<u>0.00</u>
<b>Total Expenses</b>	<b>176,725.00</b>

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05/14/12

Cash Basis

**Downtown Lodi Business Partnership**  
**Balance Sheet**  
**As of December 31, 2011**

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	77.14
Farmers & Merchants Bank	139.86
Petty Cash	124.69
Total Checking/Savings	341.69
Accounts Receivable	
Accounts Receivable	-140.00
Total Accounts Receivable	-140.00
Total Current Assets	201.69
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	5,687.34
TOTAL ASSETS	<u><u>5,889.03</u></u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	1,474.72
Net Income	4,414.31
Total Equity	5,889.03
TOTAL LIABILITIES & EQUITY	<u><u>5,889.03</u></u>

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05/14/12

Cash Basis

**Downtown Lodi Business Partnership****Profit & Loss****January through December 2011**

Jan - Dec 11

**Ordinary Income/Expense****Income**

Member Assessment Fees	42,307.00
City of Lodi Funds	19,240.00
Event Revenue	
Advertising & Promotion Revenue	1,325.77
Beverage Sales	49,673.47
Parade Entry Fees	8,168.00
Sponsorship	19,400.00
Vendor Fee	34,837.41
Other Income	4,641.00
Total Event Revenue	118,045.65
TNT Fireworks	37,146.49
Return Check Charge	621.00
Friends of Downtown	250.00
Other Income	1,512.67
Total Income	219,122.81

**Expense****Administrative Expenses**

Bank Service Charges	
Merchant Fees	1,631.68
Bank Service Charges. Other	417.44
Total Bank Service Charges	2,049.12
Contract Labor	10,382.50
Dues and Subscriptions	202.00
Equipment Lease	5,096.30
Insurance-0 & 0 and State Fund	672.00
Insurance - Events Liability	7,121.52
Interest	37.46
Licenses & Permits	50.00
Office Maintenance & Repairs	969.37
Office Supplies	3,749.82
Payroll Expenses	
Director's Wages	42,635.58
Payroll Taxes	10,978.35
Cell Phone	1,725.00
Mileage & Meetings	1,725.00
Director's Event Commission	7,637.43

Total Payroll Expenses 64,701.36

Postage 487.21

**Professional Fees**

Accounting/Payroll Fees 1,914.00

Total Professional Fees 1,914.00

**Rent**

Office	5,460.00
Storage	715.00
Rent - Other	0.00

Total Rent 6,175.00

Security 655.00

Sponsorship Sales Commission 2,570.00

Telephone/Internet 2,938.23

Total Administrative Expenses 109,770.89

Prior Years Taxes 0.00

**Marketing Expenses****Advertising & Promotions**

Annual Banner Program	297.97
Advertising & Promotions - Other	349.00

Total Advertising &amp; Promotions 646.97

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05/14/12  
Cash Basis

**Downtown Lodi Business Partnership**  
**Profit & Loss**  
**January through December 2011**

	Jan - Dec 11
Public Realtions	496.77
Seminars & Marketing Campaigns	139.00
Website	1,507.24
Total Marketing Expenses	2,789.98
Membership	
Plaques & Trophies	321.26
Postage and Delivery	309.84
Quarterly Mixers	130.59
Total Membership	761.69
Revitalization	
Downtown Beautification	
Supplies	555.73
Labor/Repairs	580.00
Total Downtown Beautification	1,135.73
Kiosk Update	563.06
Total Revitalization	1,698.79
Event Expenses	
Awards/Banners/Posters	79.71
Beverage Expense	45,643.99
Entertainment	6,750.00
Equipment Rental	415.32
Labor/Repairs	7,918.74
License/Permits/Inspection	3,684.55
Location Rent	1,450.00
Lodi Public Saitey Surcharge	1,218.75
Postage & Delivery	10.95
Marketing / Promotions	674.00
Sales Tax	2,919.00
Signage	3,070.89
Sanitation	5,106.01
Supplies	2,276.46
TNT Fireworks	18,468.78
Total Event Expenses	99,687.15
Total Expense	214,708.50
Net Ordinary Income	4,414.31
Net Income	4,414.31



# Downtown Lodi Business Partnership

## Balance Sheet

As of June 30, 2012

Cash Basis

	Jun 30, 12
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	47.14
Farmers & Merchants Bank	16,824.75
Petty Cash	173.69
Total Checking/Savings	17,045.58
Accounts Receivable	
Accounts Receivable	-140.00
Total Accounts Receivable	-140.00
Total Current Assets	16,905.58
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	5,687.34
TOTAL ASSETS	22,592.92
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-10.30
Total Accounts Payable	-10.30
Other Current Liabilities	
Payroll Liabilities	
Withhold from Employees	502.35
Total Payroll Liabilities	502.35
Total Other Current Liabilities	502.35
Total Current Liabilities	492.05
Total Liabilities	492.05
Equity	
Retained Earnings	3,756.82
Net Income	18,344.05
Total Equity	22,100.87
TOTAL LIABILITIES & EQUITY	22,592.92

# Downtown Lodi Business Partnership

## Profit & Loss

January through June 2012

Cash Basis

	Jan - Jun 12
Ordinary Income/Expense	
Income	
Member Assessment Fees	38,331.00
City of Lodi Funds	12,115.00
Event Revenue	
Sponsorship	15,000.00
Vendor Fee	32,935.00
Other Income	2,120.00
Total Event Revenue	50,055.00
Total Income	100,501.00
Expense	
Administrative Expenses	
Bank Service Charges	
Bank Fees	62.00
Merchant Fees	767.28
Total Bank Service Charges	829.28
Contract Labor	7,135.00
Dues and Subscriptions	215.00
Equipment Lease	3,482.19
Insurance - D & O and State Fund	1,382.00
Insurance - Events Liability	4,490.00
Office Maintenance & Repairs	480.48
Office Supplies	2,540.97
Payroll Expenses	
Director's Wages	23,786.52
Payroll Taxes	2,630.55
Cell Phone	900.00
Mileage & Meetings	900.00
Director's Vacation	2,652.92
Director's Event Commission	6,313.61
Total Payroll Expenses	37,183.60
Postage	394.30
Professional Fees	
Accounting/Payroll Fees	1,075.00
Total Professional Fees	1,075.00
Rent	
Office	3,780.00
Storage	455.00
Total Rent	4,235.00
Security	340.00
Sponsorship Sales Commission	2,050.00
Telephone/Internet	1,306.34
Total Administrative Expenses	67,139.16
Prior Years Taxes	3,937.80
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	129.14
Advertising & Promotions - Other	50.00
Total Advertising & Promotions	179.14
Mileage & Meetings	15.60
Public Relations	455.29
Seminars & Marketing Campaigns	75.84
Website	286.50
Total Marketing Expenses	1,012.37
Revitalization	
Downtown Beautification	
Labor/Repairs	250.00

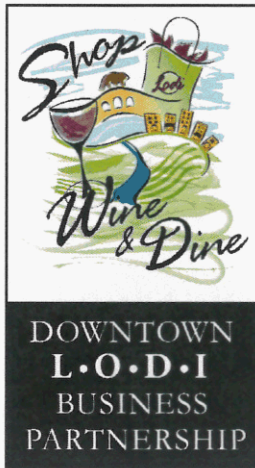
# Downtown Lodi Business Partnership

## Profit & Loss

January through June 2012

Cash Basis

	Jan - Jun 12
Downtown Beautification- Other	549.20
Total Downtown Beautification	799.20
Kiosk Update	515.00
Total Revitalization	1,314.20
Event Expenses	
Entertainment	1,200.00
Equipment Rental	655.00
Labor/Repairs	2,437.24
License/Permits/Inspection	710.56
Refunds	150.00
Signage	2,150.00
Sanitation	1,361.91
Supplies	88.71
Total Event Expenses	8,753.42
Total Expense	82,156.95
Net Ordinary Income	18,344.05
Net Income	18,344.05



## 2012 Calendar of Events

### Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"

Saturday, February 11<sup>th</sup>

### Downtown Farmers Market

Every Thursday beginning

June 7<sup>th</sup> through September 27<sup>th</sup>

### 7<sup>th</sup> Annual ~~\*Stuck~~ in Lodi<sup>®</sup> Car Show

Saturday, August 4<sup>th</sup>

### 4<sup>th</sup> Annual Fall Flavor Fest

"The Best of Downtown's Night Life"

Saturday, October 13<sup>th</sup>

### Downtown Trick-or-Treat & Festival

Saturday, October 27<sup>th</sup>

### 17<sup>th</sup> Annual Parade of Lights

Thursday, December 6<sup>th</sup>

### Downtown Winterfest

Horse Drawn Carriage Rider & Holiday Festivities

Saturdays, dates tba

## 2013 Calendar of Events

### Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"

Saturday, February 9<sup>th</sup>

### Downtown Farmers Market

Every Thursday beginning

June 6<sup>th</sup> through September 26<sup>th</sup>

### 8<sup>th</sup> Annual "Stuck in Lodi<sup>®</sup> Car Show

Saturday, August 3<sup>rd</sup>

### 5<sup>th</sup> Annual Fall Flavor Fest

"The Best of Downtown's Night Life"

Saturday, October 12<sup>th</sup>

### Downtown Trick-or-Treat & Festival

Saturday, October 26<sup>th</sup>

### 18<sup>th</sup> Annual Parade of Lights

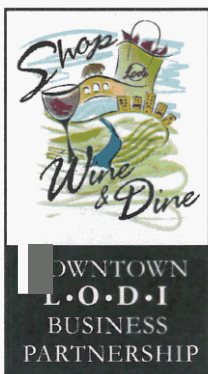
Thursday, December 5<sup>th</sup>

### Downtown Winterfest

Horse Drawn Carriage Rider & Holiday Festivities

Saturdays, dates tba

Visit [www.downtownlodi.com](http://www.downtownlodi.com)  
for detailed event descriptions and more information



# 2012 Downtown Marketing Program

The Downtown Lodi Business Partnership has three programs that provide marketing opportunities for your business. You can pick and choose any combination that best meets your organization's goals or all three programs at a discounted price!



## Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to [jaime@downtownlodi.com](mailto:jaime@downtownlodi.com). Your banner will be guaranteed a prime location downtown until March 2013. Advertise your business & support downtown!

- |  |  |   |  |
|--|--|---|--|
| <input type="checkbox"/> New Sponsorship<br>DLBP Member<br>\$250 year                                  | <input type="checkbox"/> New Sponsorship<br>Non-Member<br>\$300 year | <input type="checkbox"/> Renewal<br>DLBP Member<br>\$200 year | <input type="checkbox"/> Renewal<br>Non-Member<br>\$250 year |
| <input type="checkbox"/> Yes! Add my full color logo on both sides of my banner for an additional \$40 |  |   |  |

## www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on [www.downtownlodi.com](http://www.downtownlodi.com). The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

## Website Page linked to www.downtownlodi.com

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to [www.downtownlodi.com](http://www.downtownlodi.com). If you are a DLBP member, your page will be linked to your business listing under your category, if you are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website. [www.downtownlodi.com](http://www.downtownlodi.com), category "Specialty Home", McKinley's Frame Shop.

### Menu for DLBP Members

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$50 for 6 months           |
| <input type="checkbox"/> Web Ad Design  | \$25                        |
| <input type="checkbox"/> Website Page   | \$40                        |

### Bundle Package for all 3 Programs!

**Only \$345 A Savings of \$60!**

Includes Full Color Banner Attachment & Web Ad Design

### Menu for Non-DLBP Members

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$75 for 6 months           |
| <input type="checkbox"/> Web Ad Design  | \$25                        |
| <input type="checkbox"/> Website Page   | \$50                        |

### Bundle Package for all 3 Programs!

**Only \$430 A Savings of \$60!**

Includes Full Color Banner Attachment & Web Ad Design

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Total Amount Enclosed: \$ \_\_\_\_\_

Comments/Location Request: \_\_\_\_\_

Return application & payment to DLBP, P.O. Box 1565, Lodi, CA 95241 or call (209) 369-8052 for more information

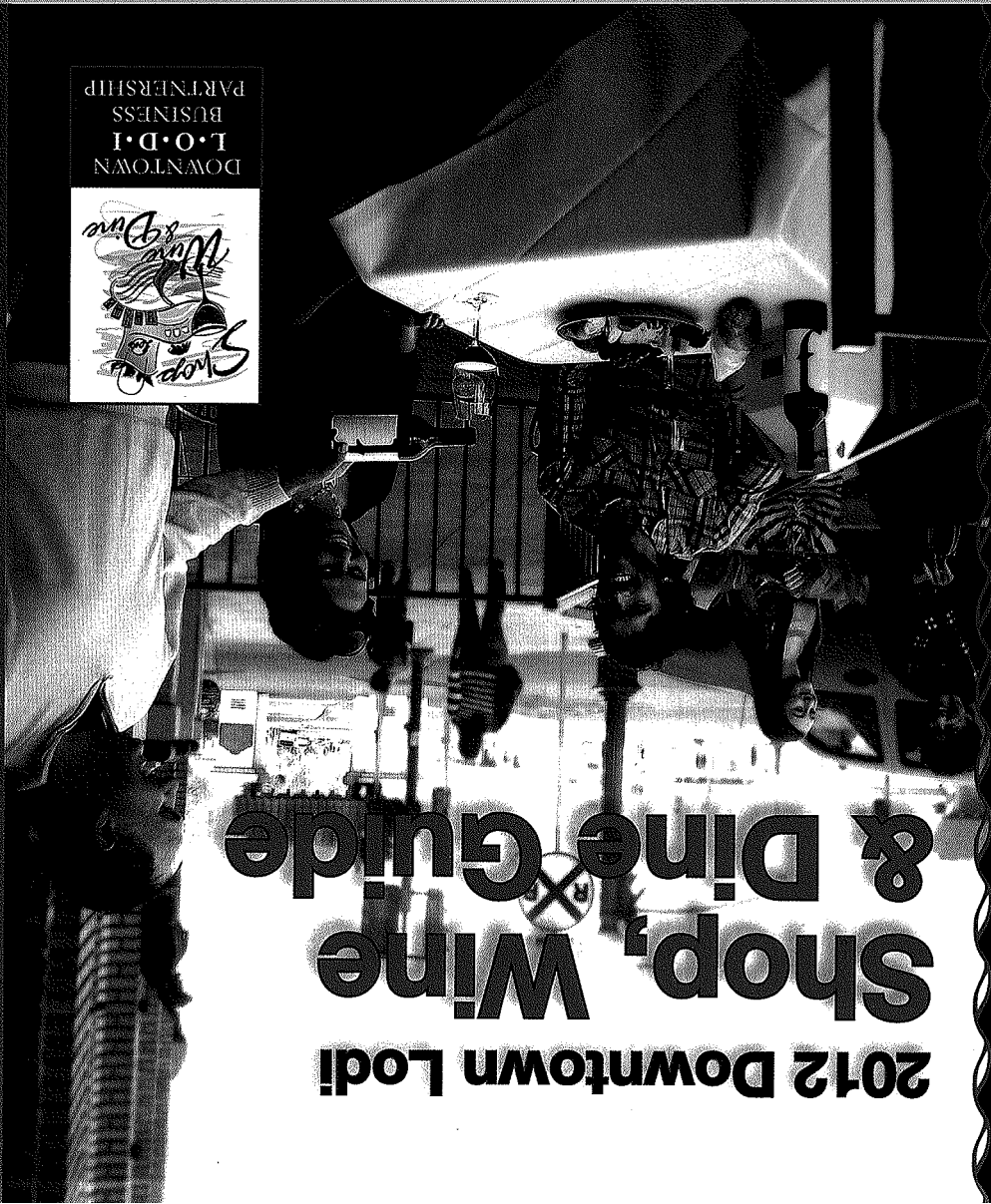


Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	61000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	8000.00
Passport Promotions	120.00
Miscellaneous Events & Sales	0.00
<b>Total Expenses</b>	<b>176,725.00</b>



# 2012 Downtown Lodi Shop, Wine & Dine Guide

DOWNTOWN  
L.O.D.I.  
BUSINESS  
PARTNERSHIP

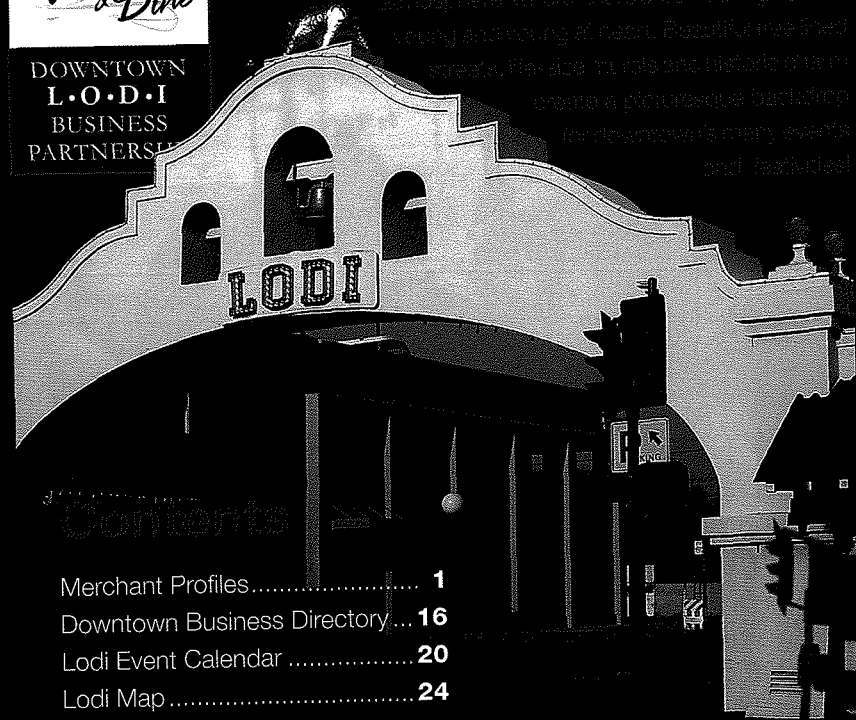




DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP

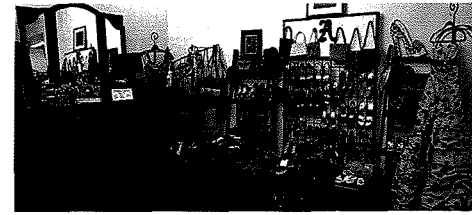
## Downtown Lodi

Invite you to Shop, Wine & Dine and experience one-of-a-kind boutiques, specialty stores, distinguished art galleries, wine tasting rooms, and first class restaurants with access to weekend dining. Located in the heart of Lodi, downtown provides a safe, fun, family atmosphere where there's something for the young and young at heart. Beautiful vineyard views, historic buildings and historic charm create a picturesque backdrop for downtown's many events and festivals.



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## Amber's Armoire

*A Formal and Bridal Resale and Consignment Boutique!*

Amber's Armoire, offers a unique boutique experience of quality and affordable luxury in new and gently used clothing. Shoes, purses, jewelry and gift items for ages 1 - 100 and all sizes from infants to women's plus sizes. More than just formal wear, everything is priced between that of a thrift and a retail store. The result: great styles and luxury for less.

- . All New bridal gowns, sizes 2 - 34
- . Fashion Denim Jeans: Miss Chic, L.A. Idol, Grace in L.A., and more...
- . Event Planning, Princess & Bridal Parties & so much more...

Open tues-fri 11-6; sat 12-4; sun 12-3

ambers-armoire@yahoo.com

**22 W. Lodi Avenue, Lodi**  
**209.224.5263**

## The Antiquarium

*Gift Boutique, Antiques, and Collectibles..*  
*Featuring a Personalized Shopping Experience*

Special Gifts for the discerning shoppers and individuals searching for home decorating accents. An eclectic array of antiques ranging from general country store; rusting European merchandise; to sparkling and elegant chandeliers.

Large collection of Vintage ephemera, scrap, post cards, prints, advertising plus jewelry and clothing. "Bits 'n pieces" of lace, paper and ribbonery.

Boasting delightful displays of gifts and decorating items for every holiday! Come and enjoy a visual feast!

Tuesday - Sunday 11am - 5:30pm

**18 W. Pine Street, Lodi**  
**209.365.1700**





## Burton's Shoes

*The best in quality, comfort and shoe fit.*

Since 1948, Burton's Shoes has provided the San Joaquin Valley the best in quality, comfort and shoe fit. Our friendly staff are highly trained in providing expert shoe fit with exceptional service. We carry a large selection of brands including, SAS, Ecco, Merrell, Naot, Dansko, New Balance, Aetrex, UGG, Birkenstock, Yellow Box and many, many more. Stop in and see why Service is the Difference at Burton's Shoes.

Mon - Fri 10am - 6pm, Sat 9:30am - 5pm,  
Sun 12pm - 5pm.

**226 S. School Street, Lodi**  
**209.334.6822**

## Byer Hauan & Associates

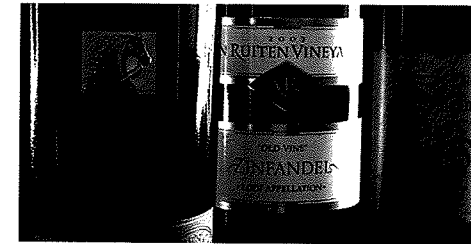
*Accounting & Payroll Services, Individual & Business  
Tax Services, Quickbooks Pro Advisors, Notary*

Byer Hauan & Associates is owned by Nancy Byer Hauan, Enrolled Agent, with over 25 years experience. She is licensed by the Internal Revenue Service and her scope of work includes, tax preparation, representation, offers in compromise and accounting. The professional staff members are all California Registered Tax Preparers and have over 30 years in the accounting and tax industry. Open Mon - Fri 9am - 5pm or by appointment.

Free initial consultation.

[www.byerhauanea.com](http://www.byerhauanea.com)

**218 S. School Street, Lodi**  
**209.366.0746**



## cellardoor

*Your Local Tasting Gallery.*

Experience Flights of Lodi's Best: Jessie's Grove Winery, Michael David Family of Wines, Van Ruiten Family Wines, and Now featuring Bokisch Vineyards

Live Music Friday & Saturday. Host your private or semi-private events here in our tasting room.

Tues - Thurs 1pm - 9pm, Fri 1pm - 11pm,  
Sat 1pm - 10pm, Sun 1pm - 5pm.

[www.lodicellardoor.com](http://www.lodicellardoor.com)

**21 N. School Street, Lodi**  
**209.339.4394**



## Crush Kitchen & Bar

*Downtown Lodi's hottest eatery.*

Crush Kitchen + Bar - Downtown Lodi's hottest eatery. Our farm to fork philosophy, extensive wine and beer lists, and stellar customer service are the reasons Crush has received so many accolades in just two years (being named "Best Place to Stock Up" by Sunset Magazine). Located in quaint downtown, Crush is tucked in the back of the historic Woolworth's building, offering a hip, big city vibe with the service of a small town, privately owned business. Foodies in search of a great meal or anyone who enjoys excellent food, for Special occasion or a night on the town, CRUSH KITCHEN + BAR is the place to be!

[www.crushkitchen.com](http://www.crushkitchen.com)

**115 S. School Street, Suite 13, Lodi**  
**209.369.5400**





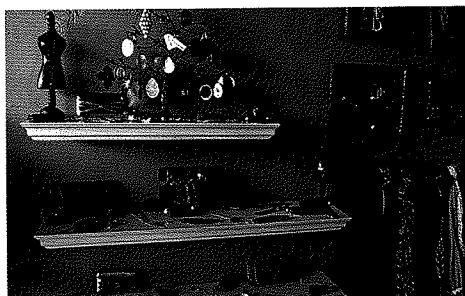
## City Girl

*Downtown Lodi's Trendiest Boutique for Women.*

Contemporary clothing boutique featuring premium denim, clothing, handbags and accessories.

Mon - Fri 11am - 5:30pm & Sat 10am - 4 pm.

**14 W. Pine Street, Lodi**  
**209.339.9838**



## Cooks Printing

*For All of Your Printing Needs.*

Affordable 1-4 color printing, economically priced for today's market. Business Cards, Stationery, Flyers, Postcards, Forms, T-Shirts, Signs, Banners, Copying and More!

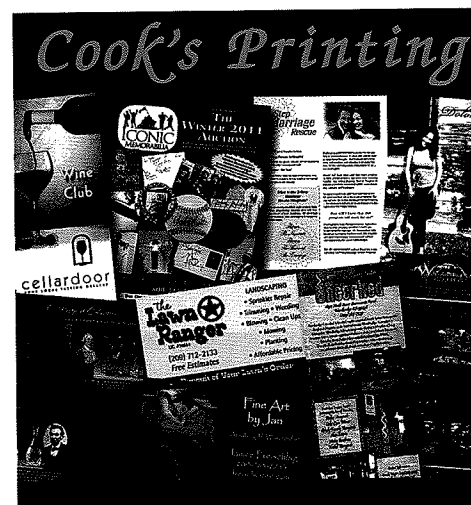
Eco-Friendly Products Available.

Mention this ad for 10% off your 1st order!

Open Mon - Fri 9am-12pm, 1:30pm-5pm.

[www.CooksPrinting.com](http://www.CooksPrinting.com)

**226 W. Pine Street, Lodi**  
**209.333.2559**



## The Dancing Fox Winery, Bakery & Eatery

*Handmade bread-wine-beer-breakfast-lunch-dinner.*

Step back in time and visit our restored century old brick building in historic downtown Lodi. Watch bread or pizza being made by hand and baked in our wood-fired bread oven. Receive a complementary tasting of our award winning wines at the wine bar after enjoying a meal at our unique dining room. If beer is your pleasure choose from a variety of dark, light, IPA, or pale ale.

Hours: Tues. - Wed. 7am to 6pm. Thurs. - Fri. 7am to 9pm. Saturday 8am to 9pm. Sunday 9am to 3 pm. Closed Mondays.

**203 S. School Street, Lodi**  
**209.366.2634**



## Danz Jewelers

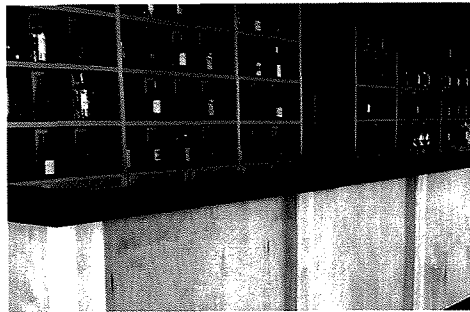
*Diamonds Direct from Antwerp.*

Why do we go over 10,000 miles to buy diamonds in Antwerp? Because the majority of all uncut gems mined around the world are cut and polished there. Thanks to our membership in the World's Largest Jewelry Buying Group the IJO, we are able to hand pick the very best quality stones direct from the source cutting out the middle man and extending that savings to YOU our valued customer.

**220 S. School Street, Lodi**  
**209.368.0424**







## Estate Crush

*Custom Crush Winery & Tasting Room*

Visit Estate Crush Winery & Tasting Room and enjoy a variety of award-winning wines produced in downtown Lodi. Estate Crush handcrafts more than 100 different wines each year for 65 boutique wineries. Visit to taste wines and take in the view of the wine making production area. Ask about having private-label wine made for you!

Tasting Room Open Fri - Sun 12pm - 5pm.

[www.estatecrush.com](http://www.estatecrush.com)

**2 W. Lockeford Street, Lodi**  
**209.368.7595**



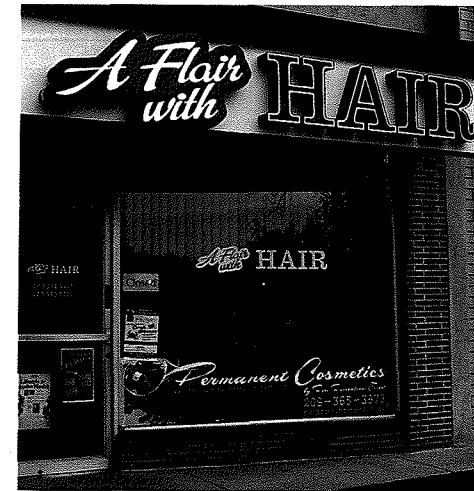
## Fashion Safari

*You Deserve to Sparkle!*

Our mission statement is to provide great customer service, fun, new and special products at very good prices! Fashion Safari is a place where women of all ages can shop together...daughters, mothers and grandmothers! We have over 1,000 earrings in stock, 500 watches and bracelets, & over 700 necklaces to choose from. Wallets, handbags and purses! Fun and fancy rings! Super cute clothing! Sparkling hair accessories and belts! Hot scarves, hats and boots! Accessories for any occasion!

Mon - Sat 10am - 6pm, Sun 12pm - 5pm.

**9 N. School Street, Lodi**  
**209.369.8222**



## A Flair With Hair

*For the look that's worth a thousand words*

Professional Hair Stylists  
Creative Cuts & Color  
Salon Quality Products

Stylists:

- . Rita Sperling, Owner
- . Gerri
- . Alta
- . Alexis
- . Stephenie
- . Terri

**222 S. School Street, Lodi**  
**209.334-5357 or 209.339.9226**

## Pretty in Ink

*Permanent Cosmetics by Teri Turrentine-Eisert*

The features and benefits of permanent cosmetics are endless:

- . accentuate the natural contours of your lips, eyebrows, & eyes.
- . enhance your eyelash roots with or without an extreme liner.
- . create a fuller looking lip or enhance the color of your natural lips or lip line.
- . shape your existing eyebrows or create a more appealing shape
- . actual blush or eyeliner can be applied
- . apply beauty marks.

[www.permanentcosmeticsartist.com](http://www.permanentcosmeticsartist.com)

**222 S. School Street, Lodi**  
**209.365.3973**





## Fields Family Wines

*Downtown Lodi's Wine Destination.*

Outdoor patio, art gallery, merchandise, lounge area, and music! Come taste excellent hand-crafted wines!

Mention this ad and receive 10% off all bottle sales! Join **our** Wine Club and receive 20% off!

Wed & Sun 2pm - 7pm, Thurs - Sat 2pm - 10pm.

[www.facebook.com/fieldsfamilywines](http://www.facebook.com/fieldsfamilywines)

**20 N. School Street, Lodi**  
**209.368.3435**



## H-G Vineyards

*Quality, Heritage, Value.*

Visit H-G Vineyards and taste some of our great Lodi wines. Also, experience our wines that we produce from select vineyards across California, such as Sonoma, Paso Robles and Santa Maria.

Over 20 great wines available for tasting ensures something to suit everyone's taste.

You will always find daily specials of wine under \$5.00. Come check us out and mention this ad for a free tasting for two.

Hours: 11am - 5pm Daily

Events: Monthly events!! Fantastic Wine Club incentives!!

[www.h-gvineyards.com](http://www.h-gvineyards.com)

**9 W. Locust Street, Lodi**  
**209.263.0839**



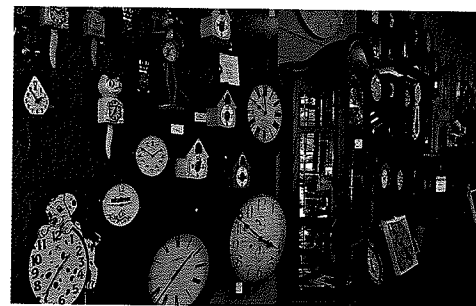
## House of Clocks

*Family-owned and operated since 1970!*

From alarm clocks to Grandfather clocks, we have it all! We display a huge selection of heirloom quality clocks. Repairs are our specialty. We make house calls for Grandfather clocks!

[houseofclocks@sbcglobal.net](mailto:houseofclocks@sbcglobal.net)

**208 S. School Street, Lodi**  
**209.369.7961**





## Knowlton Gallery

*Fine Art & Jewelry*

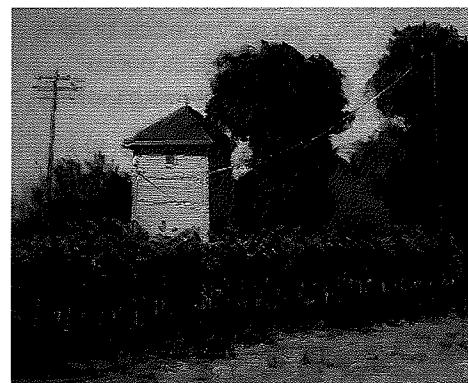
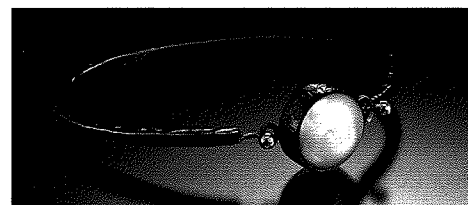
The Knowlton Gallery represents nationally recognized fine artists of Northern California. We specialize in landscape and figurative paintings in the California Impressionist style.

Visitors can always expect to see a large selection of paintings at the gallery as well as a distinctive array of hand-selected artisan jewelry.

Tues - Sat 11am - 5pm.  
Most Sundays 11am - 4pm.

[www.KnowltonGallery.com](http://www.KnowltonGallery.com)

**115 S. School Street, Suite #14, Lodi**  
**209.368.5123**



## Lodi Beer Co.

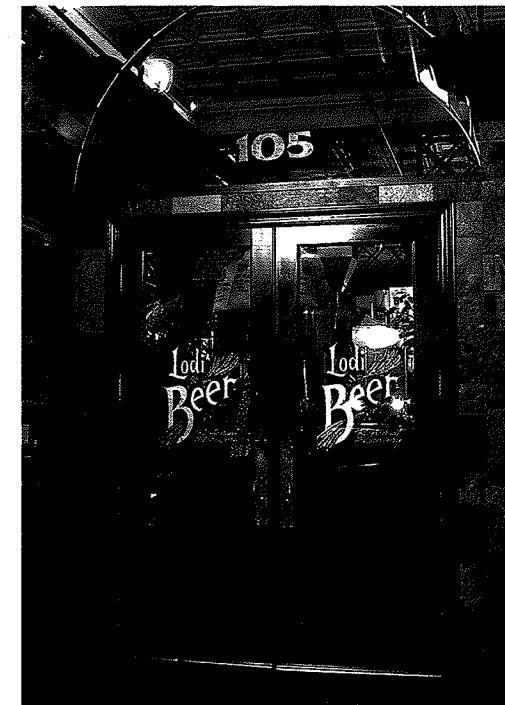
*A Fun Family Restaurant*

Menu Includes Everything from Basic Pub Grub to Finer Fare.

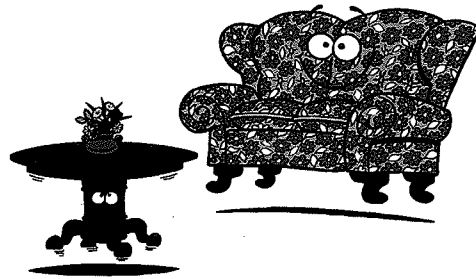
- Handcrafted Beers
- Full Bar
- Banquet Facility

[www.lodibeercompany.com](http://www.lodibeercompany.com)

**105 S. School Street, Lodi**  
**209.368.9931**



*Watch out for fast  
moving furniture!*



## New & Again Consignment Furniture Gallery

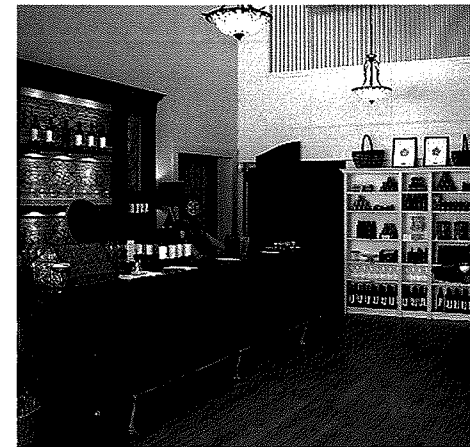
*Lodi's premier consignment center.*

You'll be amazed at the variety, quality, and condition of all the items in our stores. Lodi Estate Sale Specialist!

Mon - Sat 10am - 4pm, Sun 12pm - 5pm

[www.newandagainonline.com](http://www.newandagainonline.com)  
[lodinewandagain@sbcglobal.net](mailto:lodinewandagain@sbcglobal.net)

**210 S. School Street, Lodi**  
**209.368.2200**



## Jeremy Wine Company

*A Boutique Tasting Room Located in the  
Heart of Downtown!*

We specialize in small lot productions of eclectic and unique varietals. Stop by our "winetique" and enjoy the ambiance. We are the perfect tasting room to visit before or after a lunch or dinner downtown!

Wed - Sun 1pm - 5pm.

[www.jeremywineco.com](http://www.jeremywineco.com)

**6 W. Pine Street, Lodi**  
**209.367.3773**

## Ollie's Pub

*The Place to Be Downtown.*

- Irish Themed Atmosphere
- Guinness on Tap
- Patio Seating
- 7 Flat Screen TVs
- 100' Screen for Sports, Wii Bowling Tournaments and Movie Nights

Open 7 Days a Week

**22 N. School Street, Lodi**  
**209.333.9933**





## Scooter's California Grill & Catering Co.

*We make it fresh 7 days a week.*

Scooter's Cafe offers upscale fresh food. Soups, salads, sandwiches, wraps and grilled items.

Scooter's Dining Room offers custom menu design, full-service catering, private room for a special event.

Open daily.

[w.scootersoflodi.com](http://w.scootersoflodi.com)

**121 W. Elm Street, Lodi**  
**209.369.8100**



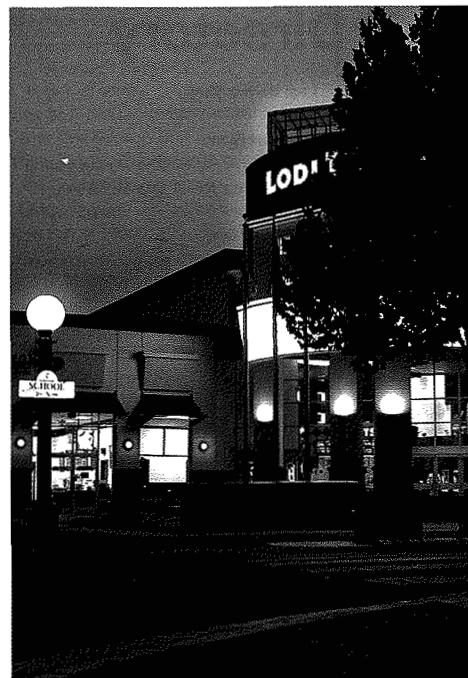
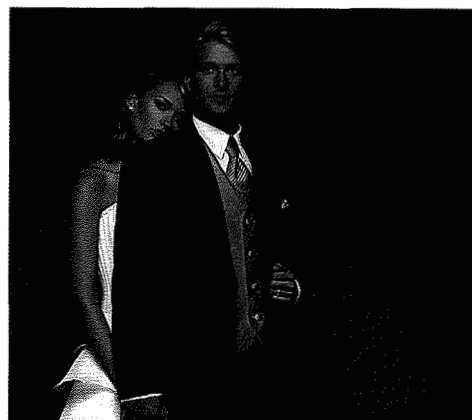
## Tuxedo's of Lodi

*Lodi Wine Country's Leading Tuxedo Experts*

Whether you're local or have a destination wedding; bridal shops and warehouse stores cannot compete with our service and pricing. With over 18 years of family owned and operated experience, we have earned the reputation for excellence and quality. We pride ourselves on our ability to co-ordinate out-of-town grooms/groomsmen as well as last minute needs. We offer top designer brands.

Ask about our group discounts or FREE rental tuxedo for the groom!

**12 N. School Street, Lodi**  
**209.339.8897**



## Texture Salon

*Downtown Lodi's newest Salon!!*

Full Service Hair Salon  
Skin and Make Up Studio

**101 S. School Street, Lodi**  
**209.369.9190**



## World of Wonders Science Museum

*Hands-on Discovery for All Ages!*

A great location for field trips and birthday parties! Open Wed - Sun 10am - 5pm.  
[www.WOWScienceMuseum.org](http://www.WOWScienceMuseum.org)

**2 N. Sacramento Street, Lodi**  
**209.368.0969**



# Downtown Lodi Business Directory

## Advertising & Print

6 West Design  
6 W. Pine Street  
Abrahamson Printing  
15 W. Pine Street, Suite A  
Cooks Printing  
226 W. Pine Street  
Lodi News Sentinel  
125 N. Church Street  
My Signs For You  
10 E. Lockeford Street

## Appliances

Henderson Brothers Co., Inc.  
217 S. Sacramento Street  
Reo's Appliance Center  
7 W. Oak Street  
Rydel's Healthy Home  
26 W. Lodi Avenue

## Art & Photography

Brodie Jayne's Photography  
110 S. Church Street  
BW Black & Whites  
16 W. Pine Street  
Ken Sato Studio  
224 W. Pine Street  
Knowlton Gallery  
115 S. School Street, Suite 14  
Sam Harnack Studios  
22 S. School Street

## Automotive

Alamo Ford Detail  
20 W. Lockeford Street  
Auto & Exhaust Pros  
210 S. Sacramento Street  
Ehlers Auto & Health Supply  
217 N. Sacramento Street  
Giant Discount Tire  
100 S. Sacramento Street  
Napa Auto Parts  
108 N. Sacramento Street

Pine Auto Supply  
221 W. Lodi Avenue  
Quality Sound Warehouse Car Audio  
220 N. Sacramento Street  
Tune Up Shop & Service Corp  
1 W. Lodi Avenue

## Banks & Credit Unions

Bank of America  
31 S. School Street  
Bank of Stockton  
120 W. Walnut Avenue  
Bank of the West  
229 S. Church Street  
BBVA Compass  
200 N. Church Street, Suite A  
Farmers & Merchants Bank  
121 W. Pine Street  
Financial Center Credit Union  
200 S. School Street  
Wells Fargo Bank  
120 W. Lodi Avenue

## Beauty & Barbers

A Flair With Hair  
222 S. School Street  
Ciao Bella Salon & Day Spa  
1 W. Pine Street  
Clay's Barber Shop  
41 N. Sacramento Street  
Color Nails & Spa  
205 W. Lodi Avenue  
Exhale Salon and Spa  
103 W. Pine Street  
Galleria Nails  
114 N. School Street  
Heavenly Esthetics  
215 W. Oak Street, Suite 4  
Holly's Hair And Nails  
203 W. Lodi Avenue  
Jewell's Mind, Body & Bath  
15 S. School Street

Lodi Barber Shop  
5 112 S. School Street  
Luscious Salon  
115 S. School Street, Suite 3  
Renaissance Nail & Beauty Salon  
111 N. Church Street  
Royal Day Spa  
220 W. Lodi Avenue  
Salon Envy & Boutique  
111 N. School Street  
Stained  
200 N. Church Street, Suite B  
Texture  
101 S. School Street  
The Dermal Clinic  
105 W. Walnut Street  
Visible Changes  
19 Downtown Mall  
VXN Beauty Lounge  
120 N. School Street

Comic Grapevine  
9 W. Pine Street  
The Launchpad  
9 S. Sacramento Street  
Tom's Used Books & Stuff  
108 N. School Street  
Vine & Branches  
Christian Bookstore  
110 W. Oak Street

## Bookstores

Comic Grapevine  
9 W. Pine Street  
The Launchpad  
9 S. Sacramento Street  
Tom's Used Books & Stuff  
108 N. School Street  
Vine & Branches  
Christian Bookstore  
110 W. Oak Street

## City & Government

Downtown Lodi Business Partnership  
4 W. Pine Street  
Lodi Chamber of Commerce  
35 S. School Street  
Lodi Conference & Visitors Bureau  
115 S. School Street, Suite 9

## Apparel & Accessories

Amber's Armoire  
22 W. Lodi Avenue

Burton's Shoes  
226 S. School Street  
Christensen's Fashions  
7 N. School Street  
City Girl  
14 W. Pine Street  
Couture Kids Consignment Boutique  
14 S. School Street  
Fashion Safari  
9 N. School Street  
Joe Hassan Clothing & Western Wear  
100 N. Sacramento Street  
Pret  
15 Downtown Mall  
The Clothes Closet  
16 N. School Street  
The Elizabeth of California  
20 S. School Street  
Tuxedos of Lodi  
12 N. School Street  
Urban Chic Fashion Boutique  
19 W. Pine Street  
Willow Tree  
16 W. Pine Street  
Zoop-A-Loop & Urban Jungle  
21 Downtown Mall

The Clothes Closet  
16 N. School Street  
The Elizabeth of California  
20 S. School Street  
Tuxedos of Lodi  
12 N. School Street  
Urban Chic Fashion Boutique  
19 W. Pine Street  
Willow Tree  
16 W. Pine Street  
Zoop-A-Loop & Urban Jungle  
21 Downtown Mall

## Clothing Services

California Embroidery & Design  
17 W. Pine Street  
Guild Cleaners, Inc.  
17 S. Church Street  
Patricia's  
6 S. School Street

## Cocktail Lounges

Garry's Lounge  
13 S. School Street  
Ollie's Pub  
22 N. School Street  
Rainbow Club  
116 N. Sacramento Street  
Stogies Cigar Lounge  
230 W. Pine Street  
Stooges  
105 W. Pine Street

Vintage Sports Grill  
117 N. Sacramento Street, Suite 2

Whisky Barrel Saloon  
114 N. Sacramento Street

## Entertainment

Lodi Stadium 12  
109 N. School Street  
World of Wonders Science Museum  
2 N. Sacramento Street

## Facilities

Merlot Banquet Hall  
23 W. Elm Street

## Finance & Insurance

Affordable Accounting Solutions  
115 N. School Street, Suite 3  
Check 'N Go  
207 W. Lodi Avenue  
Crow Financial Services  
222 W. Lockeford Street, Suite 6  
Edward D Jones & Co  
5 S. School Street Suite C  
Empresa Olivares & Martinez LLC  
106 N. School Street  
Georgia A. Martin Accounting  
222 W. Lockeford Street, Suite 6  
H & R Block Company  
8 W. Pine Street  
Jackson Hewitt Tax Service  
218 S. School Street  
Kneeland & Engelmann Insurance  
218 W. Pine Street  
L & M Tax Service  
106 N. School Street  
Liberty Tax Services  
5 W. Pine Street  
Miladinovich Insurance Services  
5 112 W. Pine Street, Suite 7  
Nationwide Insurance  
123 S. School Street  
Richard L. Manies & Associates  
115 W. Walnut Street, Suite 2  
Teresa E Culbertson, CPA  
222 W. Lockeford Street, Suite 7

Tim Bertsch Insurance Planning  
221 W. Oak Street, Suite E

## Funeral Services

Donahue Funeral Home  
123 N. School Street  
Rocha's Mortuary  
215 S. School Street

## Furniture

Daniger Furniture  
4 W. Lodi Avenue  
Furnish 123  
39 S. Sacramento Street  
Minerva's Furniture  
21 W. Oak Street  
New & Again Consignment Furniture  
Gallery  
210 S. School Street  
Thornton House Furniture  
6 S. School Street

## Health & Wellness

Beneficial Massage  
104 N. School Street, Suite 323  
Genesis Acupuncture  
104 N. School Street, Suite 311  
Gerard Chiropractic  
10 W. Locust Street  
Innovative Senior Rehab  
222 W. Pine Street  
Lodi Chiropractic Clinic  
207 W. Oak Street, Suite 13  
Lodi Healing Arts  
Massage Therapy  
104 N. School Street, Suite 308  
Sheri's Sonshine  
Nutrition Center  
6 N. School Street

## Home Improvement

Acme Saw & Industrial Supplies  
214 N. Sacramento Street  
Valley Window Coverings  
20 W. Elm Street, Suite A  
Big Foot Carpet & Floor Covering  
210 W. Pine Street

Lodi Color Center  
130 N. School Street  
Lodi Tile Works  
130 N. Sacramento Street  
Raphael Hardwood Flooring  
5 S. Sacramento Street

### Jewelers

**Borelli-Jackson** Jewelry, Watch & Repair  
10 W. Locust Street, Suite A  
Danz Jewelers  
220 S. School Street  
**Synowicki's** Jewel Box  
125 S. School Street

### Legal Services

Andrew D. Smith, Attorney  
115 W. Walnut Street, Suite 3  
Basil Travis- Patent Attorney  
104 N. School Street, Suite 215  
Cerny, Kreuzer, & Lott, LLP  
104 N. School Street, Suite 205  
**Hardwick & Goss**, Attorneys at Law  
118 W. Oak Street  
Kurt Henry Siebert Law Offices  
115 N. School Street, Suite 1  
Randy D. Roxson, Attorney at Law  
115 W. Walnut Street, Suite 2  
Ronald Beckman, Attorney at Law  
111 N. Church Street, Suite B  
Rosa Law Offices  
115 S. School Street, Suite 6  
Steven J. Cottrell Law Offices  
125 N. Pleasant Avenue

### Markets & Liquor Stores

**CVS** Pharmacy  
100 W. Lodi Avenue  
Lodi Payless Tobacco  
228 S. Sacramento Street  
Pak-India Spices & Groceries  
3 W. Oak Street  
Payless Markets And Liquor  
101 N. Sacramento Street  
The Market at Crush  
115 S. School Street, Suite 12

Tokay Liquors  
8 E. Lockeford Street

### Professionals

Aspire Advisory Services  
104 N. School Street, Suite 216  
Big Sky Fire Protection, Inc.  
221 W. Oak Street, Suite B1  
Dellamonica Snyder Architects  
212 W. Pine Street, Suite 1  
Discovery Bay Dental Lab  
14 W. Oak Street  
Fluetsch & Fluetsch  
115 W. Walnut Street, Suite 3  
George W. Mullen  
222 W. Lockeford Street, Suite 9  
Graffigna Fruit Company  
2 W. Pine Street  
Kirsten Company LLC  
115 S. School Street, Suite E  
Lodi Property Management  
101 W. Locust Street, Suite 2  
Marcus Deposition Reporting  
207 W. Oak Street, Suite A  
Mr. Bond's Bail Bonds  
101 N. Church Street  
Range & Associates  
124 N. School Street  
**Redline** Project Development  
512 W. Pine Street, Suite 15  
SB Planning, Inc.  
215 W. Oak Street, Suite 5  
Share Home's Adoption Agency  
210 N. School Street  
Siebel & Associates  
221 W. Oak Street, Suite B2  
Standard Parking Corporation  
31 S. School Street  
Tokay Medical Billing Inc.  
222 W. Lockeford Street,  
Suite 4, 5, & 11

### Realty

**Quality** Property Services  
118 N. Church Street

RealtyWorld Premier Associates  
225 W. Oak Street  
Schaffer & Company Realtors  
122 N. Church Street  
Tokay Development  
222 W. Lockeford Street, Suite 1

### Restaurants

**Alebrijes** Mexican Bistro  
10 W. Oak Street  
**Angelo's** Mexican Food  
28 N. School Street  
Cold Stone Creamery  
115 W. Elm Street  
Crush Kitchen & Bar  
115 S. School Street, Suite 13  
**DeVinci's** Delicatessen & Catering  
220 S. Church Street, Suite 3  
**El Pajaro** Restaurant  
212 S. School Street  
Honey Treat Yogurt Shoppe Of Lodi  
201 W. Lodi Avenue, Suite A  
King Tsin Restaurant  
121 S. School Street, Suite B  
La Fuente Mexican Grill  
114 W. Pine Street  
Lodi Beer Company  
105 S. School Street  
Lodi Feed & Fuel  
27 W. Elm Street  
Long John Silver's Seafood Shoppe  
16 W. Lodi Avenue  
Mazatlan Café  
125 N. Sacramento Street  
McDonald's  
200 W. Lodi Avenue  
Moo Moo's Burger Barn  
113 N. School Street  
Pizza Hut  
21 W. Lodi Avenue  
Rosewood Bar & Grill  
28 S. School Street  
Saigon Grill  
5 W. Elm Street

School Street Bistro  
116 N. School Street  
Scooters California Grill & Catering Co.  
121 W. Elm Street  
Scramblz Kountry Kitchen  
233 S. School Street  
Shangri-La Asian Bistro  
203 S. School Street  
Sinaloa Cafe  
43 N. Sacramento Street  
Taqueria El Grullense  
117 N. Sacramento Street  
The Candy Box  
24 N. School Street  
The Dancing Fox Winery & Bakery  
203 S. School Street  
Tillie's Coffee, Tea, Etc.  
21 W. Pine Street  
Twisted Fork  
123 W. Elm Street  
Vintage Sports Grill  
117 N. Sacramento Street, Suite 2

### Security & Storage

Downtown Mini Storage  
17 W. Locust Street  
Paul's Safe Lock & Key  
223 N. Church Street  
School & Elm Mini Storage  
39 N. Sacramento Street  
Security Lock & Key Service  
209 S. Sacramento Street

### Specialty Home

Antiquarium  
18 W. Pine Street  
Avignon of France  
108 W. Pine Street  
Devine Home and Garden  
2 W. Oak Street  
**J One: Twelve** Design Studio  
8 N. School Street, Suite B  
Lodi Cooks  
5 N. School Street  
**McKinleys** Frame Shop  
11 W. Pine Street

The House Of Clocks  
208 S. School Street

### Specialty Other

Aglow Lights  
20 W. Elm Street, Suite A  
Alicia's Antiques  
6 W. Oak Street  
Antique Group  
15 W. Oak Street  
Beauty Of The Beast Pet Grooming  
13 W. Pine Street  
Cheese Central  
11 N. School Street  
Dangerous Curves Swimwear  
104 N. School Street, Suite 213  
Hard Luck Tattoo  
7 N. Sacramento Street  
Hummelking Antiques  
100 W. Pine Street  
Jan's Sweet Treasures  
18 W. Elm Street  
Landd Special T's  
16 W. Oak Street  
Lodi Gold & Silver  
10 N. School Street  
Lodi Junction  
111 S. School Street  
Mark's Computer Service  
101 W. Locust Street, Suite 4  
Ogren's Auctions  
216 S. Sacramento Street  
Pj Polka Dot  
16 W. Pine Street  
Psycho Rhino Customs  
130 N. Sacramento St., Suite B  
Rocky Mountain Chocolate Factory  
115 S. School Street, Suite 4  
Roger's Railroad Junction & Hobbies  
105 S. Sacramento Street  
Sea Salt Cottage  
13 N. School Street  
Secondhand Rose  
14 N. School Street

Taste of Heaven  
218 S. School Street  
The Mud Mill  
115 S. School Street, Suite 1

### Uptown Thrift

21 S. Sacramento Street  
Wright Motors Marine, LLC  
208 N. Sacramento Street

### Sports & Fitness

Gracie Sports Center  
230 S. School Street  
International Ballet Theater  
412 W. Pine Street  
Lodi Sporting Goods  
220 S. Church Street, Suite 1  
**McKellars** Taekwondo  
11 S. Church Street  
Patricia Moore Fitness  
112 S. Church Street  
Pump  
220 S. Church Street, Suite 4  
The Pilates Place  
220 W. Pine Street  
Women Kickin' It  
35 N. Sacramento Street

### Travel & Transportation

L & L Travel  
11 S. School Street

### Wine Tasting Rooms

Cellar door  
21 N. School Street  
Estate Crush  
2 W. Lockeford Street  
Fields Family Wines  
20 N. School Street  
H-G Vineyards  
9 W. Locust Street  
Jeremy Wine Co.  
6 W. Pine Street  
Lodi Wine Cellars  
112 W. Pine Street  
The Dancing Fox Winery & Bakery  
203 S. School Street

# 2012 Downtown Lodi Event Calendar



## Downtown Farmers Market Every Thursday beginning June 7th throughout the summer

Downtown's signature summer experience is the Certified Farmers Market. The family friendly market is held every Thursday evening beginning in June throughout the end of September. You can find the freshest local produce, flowers, and handmade crafts while enjoying live music, an upscale beer & wine garden and a variety of food vendors.

## Valentine's Day Promotion

Saturday, February 11th

"Couples Passport to Downtown Lover's Lane"

## 7th Annual "Stuck in Lodi" Car Show

Saturday, August 4th

## 4th Annual Fall Flavor Fest

Saturday, October 13th

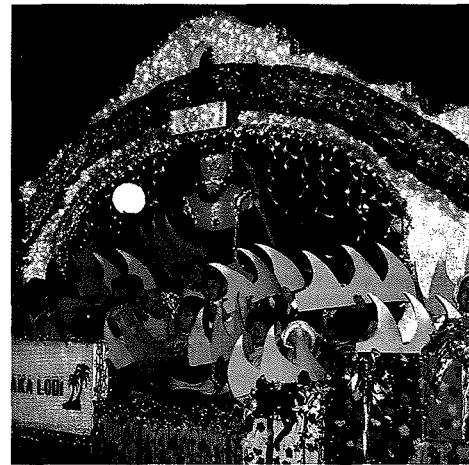
"The Best of Downtown's Night Life"

## Downtown Trick-or-Treat Saturday, October 27th

## 17th Annual Lodi Parade of Lights

Thursday, December 6th

A magical holiday parade illuminates the streets of downtown Lodi on the first Thursday in December with countless lights, floats, marching bands, dance groups and themed vehicles.



Year-round there are many other festivities including; Street Fairs, Wine Strolls, Holiday Winterfest, car shows, parades and more. For a detailed calendar of events visit our website: [www.DowntownLodi.com](http://www.DowntownLodi.com)

# Lodi Shops Local.

*10 Reasons Local is the Way to Shop in Lodi.*

- 1. Protect your family** - Tax revenue from spending locally funds our police and fire departments.
- 2. Support your local non-profits** - Local merchants contribute to our non-profit organizations.
- 3. Take a breath of fresh air** - Shopping local keeps more cars off the road reducing our carbon footprint.
- 4. Have a smooth ride** - Local taxes pay for road improvements.
- 5. Give your neighbor a raise** - By purchasing from local merchants you keep your friends and family employed and help increase their household income.
- 6. Meet your neighbor or make a friend** - Shopping local is a social event. You see and meet other locals.
- 7. Keep your sanity** - By buying local you get to speak to a local customer services representative in person. No, "press 1 for the next available operator".
- 8. Take a walk in the park** - Local tax dollars pay for building and up keep of our beautiful parks.
- 9. Invest in your future** - Money spent locally keeps our economy strong, property values stable, and increases job wages.
- 10. Make this community yours** - By shopping local you take ownership in your community.

## Downtown Lodi has many things to offer. Visit us and find a variety of things to do, including:

- Retail Shops
- Specialty Boutiques
- Variety of Restaurants
- Wine Tasting Rooms
- Art Gallery
- 12-Screen Movie Theater
- Free Parking Garage
- WOW Science Museum
- Salons & Day Spas
- Financial Institutions
- Professional Services
- And More!

# Dear Visitor,

We hope this guide has been helpful and you've had a great time discovering and exploring Downtown Lodi!

If you are a business owner and wish to be in the next Shop, Wine, & Dine Guide, call Now Town Media at 707.208.5481, or email [promote@nowtownmedia.com](mailto:promote@nowtownmedia.com)

THANK YOU!

Downtown Lodi  
Business Partnership  
4 West Pine Street  
Lodi, California 95240  
209.369.8052

Advertising Sales:

Janet Ellis

Funding:

The participating merchants  
of Downtown Lodi

Design & Publishing:



© Now Town Media

Promoting downtowns and  
merchants and through brand  
focus on Graphic Design, Website  
Design, Advertising and Marketing.  
707.208.5481  
[NowTownMedia.com](http://NowTownMedia.com)





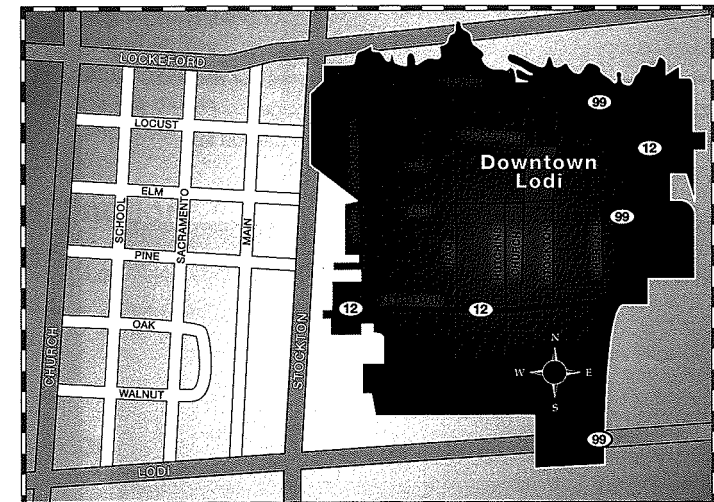
DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP

Downtown Lodi Business Partnership  
P.O. Box 1565, Lodi, CA 95241

## Getting to Lodi

Whether you live in Lodi, or you're just visiting ...  
Downtown Lodi warmly welcomes you!

30 minutes south of Sacramento and 90 minutes from the Bay Area, Lodi is easily accessible from 1-5 and Hwy 99 with many transportation options including bus and Amtrak. Come enjoy our pleasing Mediterranean climate.



RESOLUTION NO. 2012-143

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING  
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets and Highways Code §36533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes September 19, 2012, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2013 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 15, 2012

I hereby certify that Resolution No. 2012-143 was passed and adopted by the Lodi City Council in a regular meeting held August 15, 2012, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, Nakanishi, and Mayor Mounce

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk



# DOWNTOWN LODI BUSINESS PARTNERSHIP **2012 ANNUAL REPORT**

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## **B.I.D. INFORMATION**

- California Streets and Highway Code Requirements
- Articles of Incorporation
- Benefit Fee Schedule
- Map of Zoned Business Improvement District
- Mission Statement

## **BUDGET & FINANCIALS**

- Funding & Expense Flow Chart
- 2012 Proposed Budget
- 2011 Balance Sheet
- 2011 Profit & Loss Statement
- 2012 2<sup>nd</sup> Quarter Balance Sheet
- 2012 2<sup>nd</sup> Quarter Profit & Loss Statement

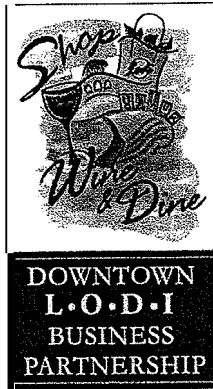
## **DOWNTOWN EVENTS**

- 2012 & 2013 Calendar of Events
- Event Highlights

## **DOWNTOWN MARKETING & CAMPAIGNS**

- Marketing Activities and Plans
- DLBP Marketing Material

*Prepared by Jaime Watts, Executive Director*



August 1, 2012

Mr. Rad Bartlam, City Manager  
City of Lodi  
221 W. Pine Street  
Lodi, CA 95240

Re: DLBP Annual Report 2012

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

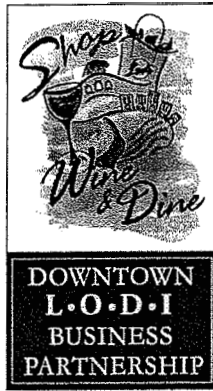
In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you an electronic file of the report.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director  
Downtown Lodi Business Partnership



## 2012 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2012 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

2038309  
ENDORSED  
FILED

In the office of the Secretary of State  
of the State of California

MAR 31 1998

*Bill Jones*  
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF  
DOWNTOWN LODI BUSINESS PARTNERSHIP  
A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation)

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law,

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

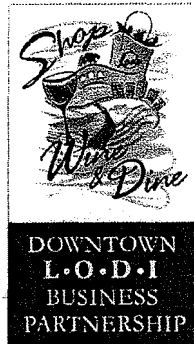
Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

*Ronald M. Beckman*  
\_\_\_\_\_  
Ronald M. Beckman, Incorporator





## DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

*\*Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

### BUSINESS TYPE DEFINITIONS:

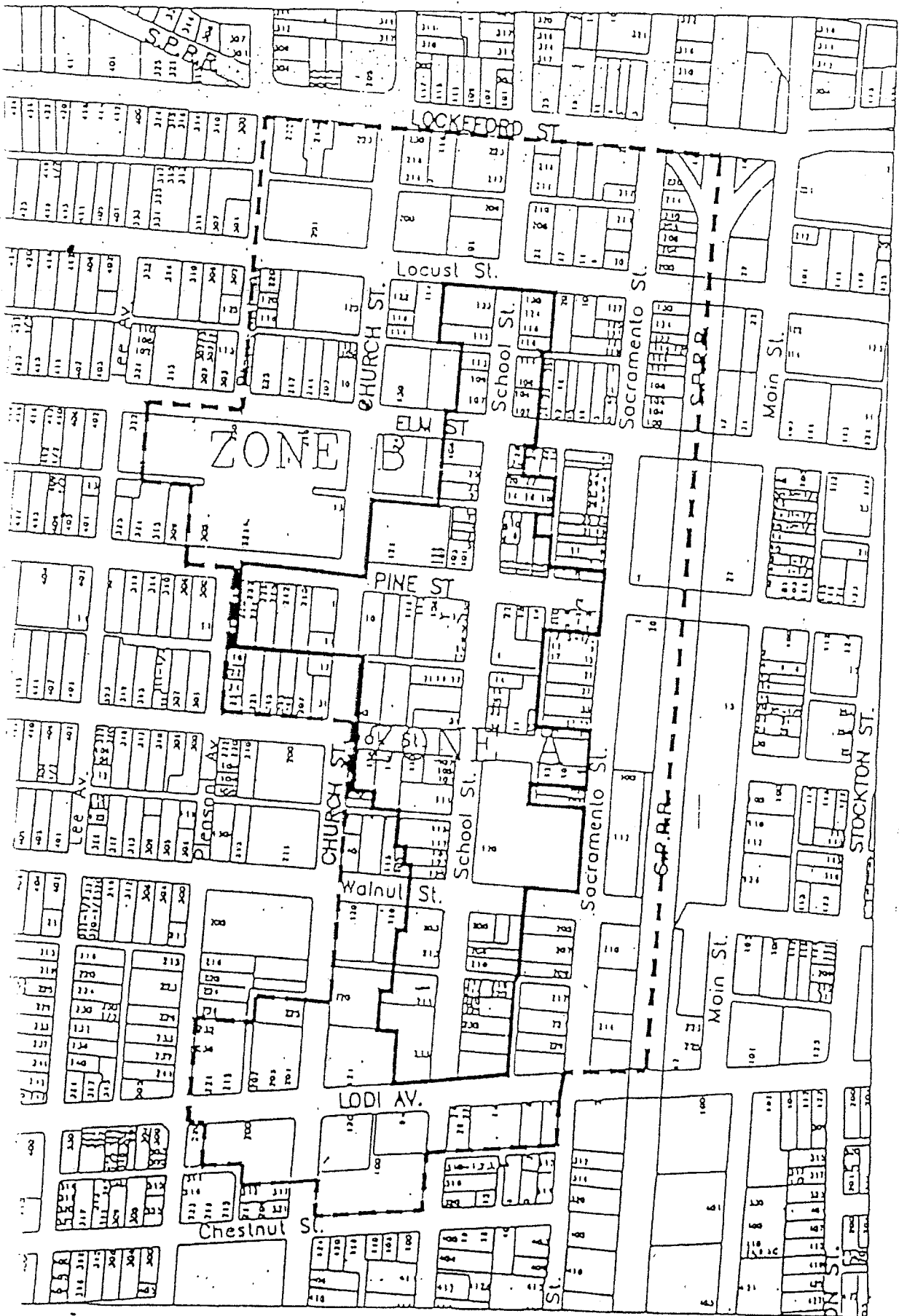
**Retail and Restaurant** – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

**Service Businesses** – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

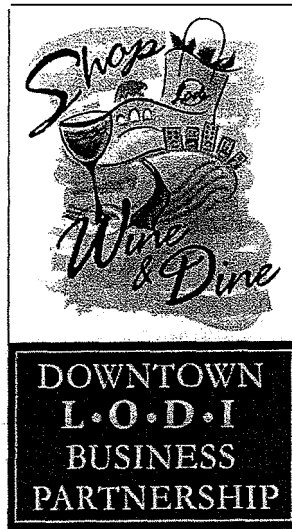
**Professional Businesses** – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

**Financial Institutions** – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)







## MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

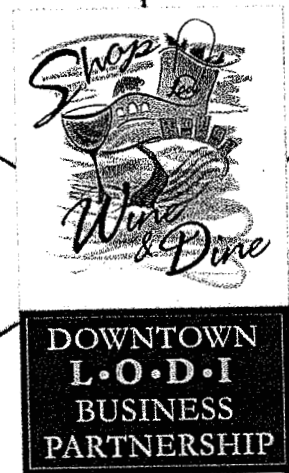
- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)

**DLBP  
Member  
Assessments**  
(approx \$40,000)

**City of Lodi  
Annual  
Funding**  
(approx \$24,225)

**DLBP  
Revenue  
Generating  
Activities**



**Administration**

**Marketing**

**Events**

**Beautification**

# **Downtown Lodi Business Partnership**

## **Proposed Budget**

*January 1, 2012 through December 31, 2012*

### **Income**

Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Fanners Market	101000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	<u>0.00</u>
<b>Total Income</b>	<b>176,725.00</b>

### **Expenses**

Administrative	
Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	10000.00
Event Commission	3000.00
insurance	8000.00
Professional Fees	2000.00
Rent	4800.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	61000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	80000
Passport Promotions	120.00
Miscellaneous Events & Sales	<u>0.00</u>
<b>Total Expenses</b>	<b>176,725.00</b>

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Cash Basis

**Downtown Lodi Business Partnership**  
**Balance Sheet**  
**As of December 31, 2011**

	<u>Dec 31, 11</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Farmers Savings	77.14
Farmers & Merchants Bank	139.86
Petty Cash	<u>124.69</u>
Total Checking/Savings	341.69
Accounts Receivable	
Accounts Receivable	<u>-140.00</u>
Total Accounts Receivable	-140.00
Total Current Assets	201.69
<b>Fixed Assets</b>	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	<u>-9,985.63</u>
Total Fixed Assets	<u>5,687.34</u>
<b>TOTAL ASSETS</b>	<u>5,889.03</u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Retained Earnings	1,474.72
Net Income	<u>4,414.31</u>
Total Equity	<u>5,889.03</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>5,889.03</u></u>

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Cash Basis

## Downtown Lodi Business Partnership Profit & Loss

January through December 2011

	Jan - Dec 11
Ordinary Income/Expense	
Income	
Member Assessment Fees	42,307.00
City of Lodi Funds	19,240.00
Event Revenue	
Advertising & Promotion Revenue	1,325.77
Beverage Sales	49,673.47
Parade Entry Fees	8,168.00
Sponsorship	19,400.00
Vendor Fee	34,837.41
Other Income	4,641.00
Total Event Revenue	118,045.65
TNT Fireworks	37,146.49
Return Check Charge	621.00
Friends of Downtown	250.00
Other Income	1,512.67
Total Income	219,122.81
Expense	
Administrative Expenses	
Bank Service Charges	
Merchant Fees	1,631.68
Bank Service Charges - Other	417.44
Total Bank Service Charges	2,049.12
Contract Labor	10,382.50
Dues and Subscriptions	202.00
Equipment Lease	5,096.30
Insurance-D & O and State Fund	672.00
Insurance - Events Liability	7,121.52
Interest	37.46
Licenses & Permits	50.00
Office Maintenance & Repairs	969.37
Office Supplies	3,749.82
Payroll Expenses	
Director's Wages	42,635.58
Payroll Taxes	10,978.35
Cell Phone	1,725.00
Mileage & Meetings	1,725.00
Director's Event Commission	7,637.43
Total Payroll Expenses	64,701.36
Postage	487.21
Professional Fees	
Accounting/Payroll Fees	1,914.00
Total Professional Fees	1,914.00
Rent	
Office	5,460.00
Storage	715.00
Rent - Other	0.00
Total Rent	6,175.00
Security	655.00
Sponsorship Sales Commission	2,570.00
Telephone/Internet	2,938.23
Total Administrative Expenses	109,770.89
Prior Years Taxes	0.00
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	297.97
Advertising & Promotions - Other	349.00
Total Advertising & Promotions	646.97

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05/14/12  
Cash Basis

**Downtown Lodi Business Partnership**  
**Profit & Loss**  
January through December 2011

	Jan - Dec 11
Public Reaitions	496.77
Seminars & Marketing Campaigns	139.00
Website	1,507.24
Total Marketing Expenses	2,789.98
Membership	
Plaques & Trophies	321.26
Postage and Delivery	309.84
Quarterly Mixers	130.59
Total Membership	761.69
Revitalization	
Downtown Beautification	
Supplies	555.73
Labor/Repairs	580.00
Total Downtown Beautification	1,135.73
Kiosk Update	563.06
Total Revitalization	1,698.79
Event Expenses	
Awards/Banners/Posters	79.71
Beverage Expense	45,643.99
Entertainment	6,750.00
Equipment Rental	415.32
Labor/Repairs	7,918.74
License/Permits/Inspection	3,684.55
Location Rent	1,450.00
Lodi Public Saftey Surcharge	1,218.75
Postage & Delivery	10.95
Marketing / Promotions	674.00
Sales Tax	2,919.00
Signage	3,070.89
Sanitation	5,106.01
Supplies	2,276.46
TNT Fireworks	18,468.78
Total Event Expenses	99,687.15
Total Expense	214,708.50
Net Ordinary Income	4,414.31
Net Income	4,414.31

**Downtown Lodi Business Partnership**  
**Balance Sheet**  
**As of June 30,2012**

Cash Basis

	<u>Jun 30, 12</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Farmers Savings	47.14
Farmers & Merchants Bank	16,824.75
Petty Cash	173.69
Total Checking/Savings	<u>17,045.58</u>
Accounts Receivable	
Accounts Receivable	-140.00
Total Accounts Receivable	<u>-140.00</u>
Total Current Assets	16,905.58
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	<u>5,687.34</u>
<b>TOTAL ASSETS</b>	<u><u>22,592.92</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-10.30
Total Accounts Payable	<u>-10.30</u>
Other Current Liabilities	
Payroll Liabilities	
Withhold from Employees	502.35
Total Payroll Liabilities	<u>502.35</u>
Total Other Current Liabilities	<u>502.35</u>
Total Current Liabilities	<u>492.05</u>
Total Liabilities	492.05
Equity	
Retained Earnings	3,756.82
Net Income	18,344.05
Total Equity	<u>22,100.87</u>
<b>TOTAL LIABILITIES&amp; EQUITY</b>	<u><u>22,592.92</u></u>



# Downtown Lodi Business Partnership

## Profit & Loss

### January through June 2012

Cash Basis

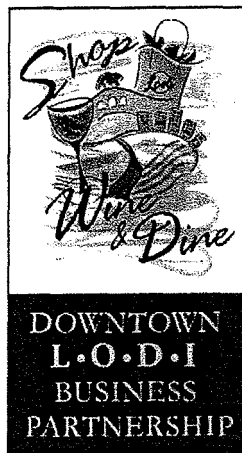
	Jan - Jun 12
Ordinary Income/Expense	
Income	
Member Assessment Fees	38,331.00
City of Lodi Funds	12,115.00
Event Revenue	
Sponsorship	15,000.00
Vendor Fee	32,935.00
Other income	2,120.00
Total Event Revenue	50,055.00
Total Income	100,501.00
Expense	
Administrative Expenses	
Bank Service Charges	
Bank Fees	62.00
Merchant Fees	767.28
Total Bank Service Charges	829.28
Contract Labor	7,135.00
Dues and Subscriptions	215.00
Equipment Lease	3,482.19
Insurance-D & O and State Fund	1,382.00
insurance - Events Liability	4,490.00
Office Maintenance & Repairs	480.48
Office Supplies	2,540.97
Payroll Expenses	
Director's Wages	23,786.52
Payroll Taxes	2,630.55
Cell Phone	900.00
Mileage & Meetings	900.00
Director's Vacation	2,652.92
Director's Event Commission	6,313.61
Total Payroll Expenses	37,183.60
Postage	394.30
Professional Fees	
Accounting/Payroll Fees	1,075.00
Total Professional Fees	1,075.00
Rent	
Office	3,780.00
Storage	455.00
Total Rent	4,235.00
Security	340.00
Sponsorship Sales Commission	2,050.00
Telephone/Internet	1,306.34
Total Administrative Expenses	67,139.16
Prior Years Taxes	3,937.80
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	129.14
Advertising & Promotions - Other	50.00
Total Advertising & Promotions	179.14
Mileage & Meetings	15.60
Public Realtions	455.29
Seminars & Marketing Campaigns	75.84
Website	286.50
Total Marketing Expenses	1,012.37
Revitalization	
Downtown Beautification	
Labor/Repairs	250.00

**Downtown Lodi Business Partnership  
Profit & Loss**

January through June 2012

Cash Basis

	Jan - Jun 12
Downtown Beautification- Other	549.20
Total Downtown Beautification	799.20
Kiosk Update	515.00
Total Revitalization	1,314.20
Event Expenses	
Entertainment	1,200.00
Equipment Rental	655.00
Labor/Repairs	2,437.24
License/Permits/Inspection	710.56
Refunds	150.00
Signage	2,150.00
Sanitation	1,361.91
Supplies	88.71
Total Event Expenses	8,753.42
Total Expense	82,156.95
Net Ordinary Income	18,344.05
Net Income	18,344.05



## 2012 Calendar of Events

### **Valentine's Day Promotion**

"Couples Passport to Downtown Lover's Lane"  
Saturday, February 11<sup>th</sup>

### **Downtown Farmers Market**

Every Thursday beginning  
June 7<sup>th</sup> through September 27<sup>th</sup>

### **7<sup>th</sup> Annual "Stuck in Lodi" Car Show**

Saturday, August 4<sup>th</sup>

### **4<sup>th</sup> Annual Fall Flavor Fest**

"The Best of Downtown's Night Life"  
Saturday, October 13<sup>th</sup>

### **Downtown Trick-or-Treat & Festival**

Saturday, October 27<sup>th</sup>

### **17<sup>th</sup> Annual Parade of Lights**

Thursday, December 6<sup>th</sup>

### **Downtown Winterfest**

Horse Drawn Carriage Rides & Holiday Festivities  
Saturdays, dates tba

## 2013 Calendar of Events

### **Valentine's Day Promotton**

"Couples Passport to Downtown Lover's Lane"  
Saturday, February 9<sup>th</sup>

### **Downtown Farmers Market**

Every Thursday beginning  
June 6<sup>th</sup> through September 26<sup>th</sup>

### **8<sup>th</sup> Annual "Stuck @ Lodi" Car Show**

Saturday, August 3<sup>rd</sup>

### **5<sup>th</sup> Annual Full Flavor Fest**

"The Best of Downtown's Night Life"  
Saturday, October 12<sup>th</sup>

### **Downtown Trick-or-Treat & Festival**

Saturday, October 26<sup>th</sup>

### **18<sup>th</sup> Annual Parade of Lights**

Thursday, December 5<sup>th</sup>

### **Downtown Winterfest**

Horse Drawn Carriage Rides & Holiday Festivities  
Saturdays, dates tba

Visit [www.downtownlodi.com](http://www.downtownlodi.com)  
for detailed event descriptions and more information



## 2012 Downtown Marketing Program

The Downtown Lodi Business Partnership has three programs that provide marketing opportunities for your business. You can pick and choose any combination that best meets your organization's goals or all three programs at a discounted price!



### Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to [jaime@downtownlodi.com](mailto:jaime@downtownlodi.com). Your banner will be guaranteed a prime location downtown until March 2013. Advertise your business & support downtown!

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> New Sponsorship<br><b>DLBP Member</b><br>\$250 year                                  | <input type="checkbox"/> New Sponsorship<br><b>Non-Member</b><br>\$300 year | <input type="checkbox"/> <b>Renewal</b><br><b>DLBP Member</b><br>\$200 year | <input type="checkbox"/> <b>Renewal</b><br><b>Non-Member</b><br>\$250 year |
| <input type="checkbox"/> <b>Yes! Add my full color logo on both sides of my banner for an additional \$40</b> |   |   |  |

### www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on [www.downtownlodi.com](http://www.downtownlodi.com). The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

### Website Page linked to [www.downtownlodi.com](http://www.downtownlodi.com)

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to [www.downtownlodi.com](http://www.downtownlodi.com). If you are a DLBP member, your page will be linked to your business listing under your category, if you are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website, downtown businesses, category "Specialty Home", McKinley's Frame Shop.

#### Menu for DLBP Members

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$50 for 6 months           |
| <input type="checkbox"/> WebAd Design   | \$25                        |
| <input type="checkbox"/> Website Page   | \$40                        |

#### Bundle Package for all 3 Programs!

**Only \$345 A Savings of \$60!**

*Includes Full Color Banner Attachment & WebAd Design*

#### Menu for Non-DLBP Members

- |   |                             |
|---|-----------------------------|
| <input type="checkbox"/> Banner Program | \$_____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$75 for 6 months           |
| <input type="checkbox"/> WebAd Design   | \$25                        |
| <input type="checkbox"/> Website Page   | \$50                        |

#### Bundle Package for all 3 Programs!

**Only \$430 A Savings of \$60!**

*Includes Full Color Banner Attachment & WebAd Design*

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Total Amount Enclosed: \$ \_\_\_\_\_

Comments/Location Request: \_\_\_\_\_

Return application & payment to **DLBP, P.O. Box 1565, Lodi, CA 95241** or call **(209) 369-8052** for more information

CITY COUNCIL

JOANNE MOUNCE, Mayor  
ALAN NAKANISHI,  
Mayor Pro Tempore  
LARRY D. HANSEN  
BOB JOHNSON  
PHIL KATZAKIAN

# CITY OF LODI

CITY HALL, 221 WEST PINE STREET  
P.O. BOX 3006  
LODI, CALIFORNIA 95241-1910  
(209) 333-6702 / FAX (209) 333-6807  
[www.lodi.gov](http://www.lodi.gov) [cityclerk@lodi.gov](mailto:cityclerk@lodi.gov)

KONRADT BARTLAM  
City Manager  
RANDI JOHL, City Clerk  
D. STEPHEN SCHWABAUER  
City Attorney

August 20, 2012

Jaime Watts, Executive Director  
Downtown Lodi Business Partnership  
P.O. Box 1565  
Lodi, CA 95241-1565

**RE: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1,  
ESTABLISHING PUBLIC HEARING, AND APPROVING ANNUAL  
REPORT**

---

The Lodi City Council, at its meeting of August 15, 2012, adopted the enclosed resolution of intention to levy annual assessment for Downtown Lodi Business Improvement Area No. 1, establishing the public hearing date of September 19, 2012, and approving the Annual Report.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,



Randi Johl  
City Clerk

RJ/JMR

Enclosure



*Please immediately confirm receipt  
of this fax by calling 333-6702*

CITY OF LODI  
P. O. BOX 3006  
LODI, CALIFORNIA 95241-1910

**ADVERTISING INSTRUCTIONS**

**SUBJECT:** RESOLUTION AND NOTICE OF PUBLIC HEARING REGARDING  
DOWNTOWN LODI BUSINESS PARTNERSHIP 2012 ANNUAL REPORT  
AND INTENTION TO LEVY ANNUAL ASSESSMENT

**PUBLISH DATE:** SATURDAY, AUGUST 18, 2012

**LEGAL AD**

**TEAR SHEETS WANTED:** Three (3) please


**SEND AFFIDAVIT AND BILL TO:**  
**LNS ACCT. #0510052**

RANDI JOHL, CITY CLERK  
City of Lodi  
P.O. Box 3006  
Lodi, CA 95241-1910

**DATED:** THURSDAY, AUGUST 16, 2012

**ORDERED BY:**

RANDI JOHL  
CITY CLERK

  
JENNIFER M. ROBISON, CMC  
ASSISTANT CITY CLERK

\_\_\_\_\_  
MARIA BECERRA  
ADMINISTRATIVE CLERK

**Verify Appearance of this Legal in the Newspaper – Copy to File**

Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)	
LNS _____	Phoned to confirm receipt of all pages at _____ (time) _____ JMP _____ MB _____ (initials)



## **DECLARATION OF POSTING**

### **RESOLUTION AND NOTICE OF PUBLIC HEARING REGARDING DOWNTOWN LODI BUSINESS PARTNERSHIP 2012 ANNUAL REPORT AND INTENTION TO LEVY ANNUAL ASSESSMENT**

On Thursday, August 16, 2012, in the City of Lodi, San Joaquin County, California, a resolution and Notice of Public Hearing regarding Downtown Lodi Business Partnership 2012 Annual Report and intention to levy annual assessment (attached and marked as Exhibit A) was posted at the following locations:

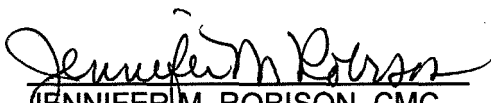
Lodi Public Library  
Lodi City Clerk's Office  
Lodi City Hall Lobby  
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing ~~is~~ true and correct.

Executed on August 16, 2012, at Lodi, California.

ORDERED BY:

**RANDI JOHL  
CITY CLERK**

  
JENNIFER M. ROBISON, CMC  
ASSISTANT CITY CLERK

\_\_\_\_\_  
MARIA BECERRA  
ADMINISTRATIVE CLERK

## RESOLUTION NO. 2012-143

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING  
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets and Highways Code 936533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. **Establishes September 19, 2012, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.,** or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2013 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 15, 2012

=====

I hereby certify that Resolution No. 2012-143 was passed and adopted by the Lodi City Council in a regular meeting held August 15, 2012, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, Nakanishi, and Mayor Mounce

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk